

CLAIMS

What is claimed is:

1. Banner software stored in machine readable format comprising:

a banner display means for displaying a banner on a screen on an end-user computer,

5 said banner display means having a menu display means for presenting a menu of navigation options when an end-user clicks on said banner, and

at least a portion of said navigation options are URLs on a network to which end-user computer is connectable.  
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2. Software as claimed in Claim 1 further comprising a means for monitoring end-user's behavior regarding accessing said banner, a means for maintaining a local event statistics database of said  
5 end-user's behavior regarding accessing said banner, and a means of transmitting information in said local event statistics database to a server computer on said network.

3. Software as claimed in Claim 2 wherein said local event statistics database includes number of times said banner was accessed by the end-user.

4. Software as claimed in Claim 3 wherein said local event statistics database further includes URLs on a network to which end-user computer has been directed through a choice from said menu of  
5 navigation options.

5. Software as claimed in Claim 2 further comprising nested menus in said menu of navigation options.

6. Software as claimed in Claim 2 further comprising cascading menus in said menu of navigation options.

7. Software as claimed in Claim 1 wherein said options further include one or more addresses to files stored on fixed storage means for fixedly storing files on the end-user computer.

8. Software as claimed in Claim 7 wherein said fixed storage means include hard drives and CD-ROM drives.

9. Software as claimed in claim 1 further comprising a means for detecting a network connection and executing a transaction with a network server to determine if at least one of said banner and said  
5 navigation options should be updated.

10. Software as claimed in claim 9 further comprising a means for updating said banner and said navigation options.

11. Software as claimed in Claim 10 further comprising a means for monitoring end-user's behavior regarding accessing said banner, a means for maintaining a local event statistics database of said  
5 end-user's behavior regarding accessing said banner, and a means of transmitting information in said local event statistics database to a server on said network.

12. Software as claimed in Claim 11 wherein said local event statistics database includes number of times said banner was accessed by the end-user.

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13. Software as claimed in Claim 12 wherein  
said local event statistics database further includes  
URLs on a network to which end-user computer has been  
directed through a choice from said menu of  
5 navigation options.

14. Software as claimed in Claim 13 wherein  
said options further include one or more addresses to  
files stored on fixed storage means for fixedly  
storing files on the end-user computer.

15. Software as claimed in Claim 14 wherein  
said fixed storage means include hard drives and CD-  
ROM drives.

16. Software as claimed in Claim 1 further  
comprising a banner updating means for allowing a  
publisher to change said navigation options.

17. Software as claimed in Claim 16 further  
comprising a means for monitoring end-user's behavior  
regarding accessing said banner, a means for  
maintaining a local event statistics database of said  
5 end-user's behavior regarding accessing said banner,  
and a means of transmitting information in said local  
event statistics database to a server on said  
network.

18. Software as claimed in Claim 17 wherein  
said local event statistics database includes number  
of times said banner was accessed by the end-user.

19. Software as claimed in Claim 18 wherein  
said local event statistics database further includes  
URLs on a network to which end-user computer has been  
directed through a choice from said menu of  
5 navigation options.

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20. Software as claimed in Claim 19 further comprising nested menus in said menu of navigation options.

21. Software as claimed in Claim 19 wherein said options further include one or more addresses to files stored on fixed storage means for fixedly storing files on the end-user computer.

22. Software as claimed in Claim 21 wherein said fixed storage means include hard drives and CD-ROM drives.

23. Software as claimed in claim 22 further comprising a means for detecting a network connection and executing a transaction with a network server to determine if at least one of said banner and said navigation options should be updated.

24. Software as claimed in claim 8 further comprising a means for updating said banner and said navigation options.

25. Software as claimed in Claim 24 further comprising a means for monitoring end-user's behavior regarding accessing said banner, a means for maintaining a local event statistics database of said end-user's behavior regarding accessing said banner, and a means of transmitting information in said local event statistics database to a server on said network.

26. Software as claimed in Claim 25 wherein said local event statistics database includes number of times said banner was accessed by the end-user.

27. Software as claimed in Claim 26 wherein said local event statistics database further includes URLs on a network to which end-user computer has been directed through a choice from said menu of navigation options.

28. Publishing software for producing and changing banner software for displaying banners, said publishing software stored in a server computer accessible via a network, said publishing software comprising:

a means for selecting navigation options for the banner software, wherein the banner software is in machine readable format having a banner display means for displaying a banner on a screen on an end-user computer, said banner display means having a menu display means for presenting a menu of navigation options when an end-user clicks on said banner, and at least a portion of said navigation options are URLs on a network to which the end-user computer is connectable, and

a means for storing the banner software for distribution to the end-user computer.

29. Software as claimed in Claim 28 wherein said options further include one or more addresses to files stored on fixed storage means for fixedly storing files on the end-user computer.

30. Software as claimed in Claim 29 wherein said options further include one or more E-mail addresses to send E-mail.

31. Software as claimed in Claim 38 further comprising a banner selection means for selecting a banner image file for the banner display means to display as the banner.

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32. Software as claimed in Claim 28 further comprising an installation means for installing the banner software in an application.

33. Software as claimed in Claim 28 further comprising an updating means for changing the banner software in an application.

34. Software as claimed in Claim 33 further comprising an alerting means for alerting the end-user that the banner software has been changed on the end-user computer.

35. Software as claimed in Claim 34 wherein said alerting means alters appearance of an icon on a screen of the end-user computer that invokes the banner software when the icon is clicked upon.

36. Messaging software for producing and sending a message that appear of the screen of end-user computers that have banner software installed on the end-user computers, said messaging software  
5 stored in a server computer accessible via a network, said messaging software comprising:

a means for inputting the message to be transmitted to and displayed on the end-user computers,

10 said banner software is in machine readable format having a banner display means for displaying a banner on a screen on an end-user computer,

said banner display means having a menu display means for presenting a menu of navigation options  
15 when an end-user clicks on said banner, and at least a portion of said navigation options are URLs on a network to which the end-user computer is connectable, and

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20 a means for displaying the message when the  
banner is displayed on a screen on an end-user  
computer.

37. Software as claimed in Claim 36 further  
comprising an alerting means for alerting the end-  
user that the message has been sent to the end-user  
computer.

38. Software as claimed in Claim 37 wherein  
said alerting means alters appearance of an icon on a  
screen of the end-user computer.

39. Software as claimed in Claim 37 wherein  
said alerting means causes a button to be displayed  
or alters appearance of the button on a screen of the  
end-user computer.

40. Publishing software for producing and  
changing banner software, said publishing software  
stored in a server computer accessible via a network,  
said publishing software comprising:

5 a template means for selecting navigation  
options for the banner software, wherein the banner  
software is in machine readable format having a  
banner display means for displaying a banner on a  
screen on an end-user computer, said banner display  
10 means having a menu display means for presenting a  
menu of navigation options when an end-user clicks on  
said banner, and at least a portion of said  
navigation options are URLs on a network to which the  
end-user computer is connectable,

15 a means for storing the banner software on the  
server computer, and

a means for distributing the banner software  
from the server computer to said end-user computer.

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41. A banner display system comprising:  
at least one end-user computer connectable to a  
network,  
banner software stored on said end-user computer  
5 in machine readable format,  
said banner software comprising;  
a banner display means for displaying a banner  
on a screen on an end-user computer,  
said banner display means having a menu display  
10 means for presenting a menu of navigation options  
when an end-user clicks on said banner, and  
at least a portion of said navigation options  
are URLs on said network to which end-user computer  
is connectable.

42. A system as claimed in Claim 41 further  
comprising a means for monitoring end-user's behavior  
regarding accessing said banner, a means for  
maintaining a local event statistics database of said  
5 end-user's behavior regarding accessing said banner,  
and a means of transmitting information in said local  
event statistics database to a server on said  
network.

43. A system as claimed in Claim 42 wherein  
said local event statistics database includes number  
of times said banner was accessed by the end-user.

44. A system as claimed in Claim 43 wherein  
said local event statistics database further includes  
URLs on a network to which end-user computer has been  
directed through a choice from said menu of  
5 navigation options.

45. A system as claimed in Claim 44 wherein  
said options further include one or more addresses to  
files stored on fixed storage means for fixedly

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storing files on said end-user computer.

46. A system as claimed in Claim 45 wherein said fixed storage means include hard drives and CD-ROM drives.

47. A system as claimed in claim 45 further comprising a means for detecting a network connection and executing a transaction with a network server to determine if at least one of said banner and said navigation options should be updated.

48. A system as claimed in claim 47 further comprising a means for updating said banner and said navigation options with updates sent to said end-user computer from said server.

49. A banner display publishing system comprising:

- a publishing server connected to a network, publishing software operably running on said server,
- said publishing software operable for producing and changing banner software that is used to display banners,
- said publishing software comprising:
  - a means for selecting navigation options for the banner software, wherein the banner software is in machine readable format having a banner display means for displaying a banner on a screen on an end-user computer, said banner display means having a menu display means for presenting a menu of navigation options when an end-user clicks on said banner, and at least a portion of said navigation options are URLs on said network to which said end-user computer is connectable; and
  - a means for storing said banner software on said

server, and

a means for distributing said banner software to said end-user computer.

50. A system as claimed in claim 49 further comprising a means for detecting a network connection and executing a transaction with a network server to determine if at least one of said banner and said navigation options should be updated.

51. A system as claimed in claim 50 further comprising a means for updating said banner and said navigation options with updates sent to said end-user computer from said server.

52. A system as claimed in claim 51 further comprising messaging software operable on said server computer for producing and sending a message that appears on the screen of end-user computers having said banner software installed and a means for displaying said message when said banner is displayed on a screen on an end-user computer.

53. A system as claimed in Claim 52 further comprising an alerting means for alerting the end-user that the message has been sent to the end-user computer.

54. A system as claimed in Claim 53 wherein said alerting means alters appearance of an icon on a screen of the end-user computer.

55. A system as claimed in Claim 54 wherein said alerting means causes a button to be displayed or alters appearance of the button on a screen of the end-user computer.

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